PRESS KIT

UNLEASHED

TAGLINE

Making Games that Bring People Together

SHORT DESCRIPTION

World class game developers joining forces to create social game experiences with real-world impact.

LONG DESCRIPTION

Imagine if the developers of some of the best video games in the world got together to build the ultimate social game experiences. As game developers, we love creating real-world impact through games. Over the course of our combined a century of experience, there are ways we'd like to make games a little differently.

RECENT PRESS

Speedrun Announcement

Countdown to Classic Podcast ft. Brian Birmingham

Irena Guest Speaker - "Will AI Doom Us All?" Panel

WIGI Get in the Game DICE 2023 - Irena Pereira

Panel: "Why UX Fails" Game UX Summit 2023 - Irena Pereira

"How to get Started in Game Design" - Kidlingo ft. Irena Pereira

SOCIALS

ABOUT UNLEASHED

Imagine if the developers of some of the best video games in the world got together to build the ultimate social game experiences. As game developers, we love creating impact through making fun games. Over the course of our combined 90 years of cumulative experience, there are ways we'd like to make games a little *differently.*

Think of us as classically trained with an *edge.*

IRENA PEREIRA

CEO & CREATIVE DIRECTOR

Irena Pereira has been making games for over 24 years on both PC and Mobile. She has made a name for herself in the world of game development by helping guide teams to focusing deeply on the player experience with both user testing and player-focused design methodologies. With a background in photography, anthropology, and religion, Irena brings a fresh perspective and a unique skillset to games. She started her career as a web developer and grew into a user interface engineer on World of Warcraft. Her ability to blend design, art, and engineering has enabled her to create stunning visuals and resonant game interfaces that keep players deeply engaged in the titles she contributes to.

DAVE CHAM

in COO, ENGINEERING, ARCHITECTURE

Dave has been in the industry for over 20 years in various technical, management, and executive positions. At Electronic Arts, Dave worked as Technical Director on many AAA titles such as Medal of Honor, James Bond and Boom Blox. He has since worked at several companies on MMORPG and Mobile Games including Star Trek Timelines, The Walking Dead, GSN Casino and Archer: Danger Phone. Prior to joining Tricky Fast, Dave created and was Studio GM of Wicked Realm Games where he operated live games and worked with stakeholders to create new games for premium IP's. Dave previously worked with both Irena and Thom on the MMORPG : Kingdoms of Amalur by 38 Studios. (unreleased)

KRIS ZIERHUT

CHIEF DESIGN OFFICER

Kris Zierhut is an 18 year veteran of Blizzard Entertainment, with expertise in every aspect of Systems Design, including combat and combat balance, classes, abilities, itemization, tradeskills, encounters, progression, and social systems. He joined the original World of Warcraft team soon after its launch and has worked on nearly every expansion to the acclaimed game. He also led Systems Design on Hearthstone and Diablo Immortal and has most recently returned to World of Warcraft to lead its Classic Wrath of the Lich King project as its Principal Designer. Kris lives in Orange County, California, with his wife and two daughters. He spends his free time walking and running with his dog, Luna, hosting board game gatherings with friends, and voraciously consuming Science Fiction and Fantasy novels.

THOM ANG

in CAO, CREATIVE & PIPELINE

Thom Ang has had an illustrious career spanning decades in games and production. He was one of the original artists for Disney's first foray into interactive production and contributed to many marquee IPs. He also served as Art Director for Electronic Arts and THQ Inc Corporate, managing third-party teams on licensed properties. Thom has held leadership roles in various companies and delivered over 300 titles for High 5 Games, and over 100 VR training simulations for Transfr Inc. He excels in problem-solving and inclusive collaboration, and strives to create engaging experiences that push the boundaries of interactive entertainment.

BRIAN BIRMINGHAM

in **CTO, GAMEPLAY, AI ENGINEERING, DESIGN**

Brian Birmingham has over 20 years of experience developing software, and is best known for leading the World of Warcraft Classic team. He specializes in developing workflows for other developers, empowering his teams to be self-sufficient, and improving processes with a service-oriented approach. With experience in website development, satellite test equipment, and game development, Brian has become an expert in the most challenging form of game: MMOs. He has led the development of WoW: Classic, including the Burning Crusade Classic, Wrath of the Lich King Classic, and Season of Mastery. In his free time, Brian enjoys role-playing, building, simulation, and exploration games, and is passionate about advancing the positive impact games can have on society.

BRIAN LABORE

in PRINCIPAL ANIMATOR, BATTLE WIZARD

Brian embarked on his career as a Nintendo of America intern, contributing to notable projects like Pokemon Puzzle League and Waverace 64, alongside developing prototypes for the Gameboy Color. After relocating to New England, he worked at Turbine Entertainment, gaining experience with MMO titles such as Asheron's Call 2 and Lord of the Rings Online. Later, Brian joined 38 Studios for an extensive period, collaborating with Thom, Irena, and Dave on Kingdoms of Amalur. Subsequently, he seized an opportunity at Vicarious Visions, which was acquired by Activision Blizzard in 2019, enabling him to work on various acclaimed titles like Skylanders, Crash Bandicoot, Call of Duty, Destiny 2, and Diablo 2 and 4. Beyond his professional life, Brian finds joy in Adventure & Obstacle Course Racing, Travel, Puzzles, Hiking, Drawing, and cherishing moments with his family.

JASON HUTCHINS

in GAME PRODUCTION DIRECTOR

Jason is a seasoned game industry veteran with 25 years of experience in producing games and a lifelong passion for playing them. His career started at Blizzard Entertainment in 1998, where he contributed to renowned titles like StarCraft: Broodwar, Diablo II, Warcraft III, and spent the majority of his 16 year tenure on World of Warcraft. He has held various production roles and has worked on premium AAA console, PC, and mobile free-to-play games, including Call of Duty: Modern Warfare remastered, World of Tanks, Star Citizen, Madden, and Gold Fish Casino Slots. Apart from gaming, he enjoys riding motorcycles, shooting pistols, crafting cocktails, and playing tabletop role-playing games; never at the same time. Currently based near Austin, TX, Jason shares his life with his chosen family and two rescue dogs, Gina & Rocco.
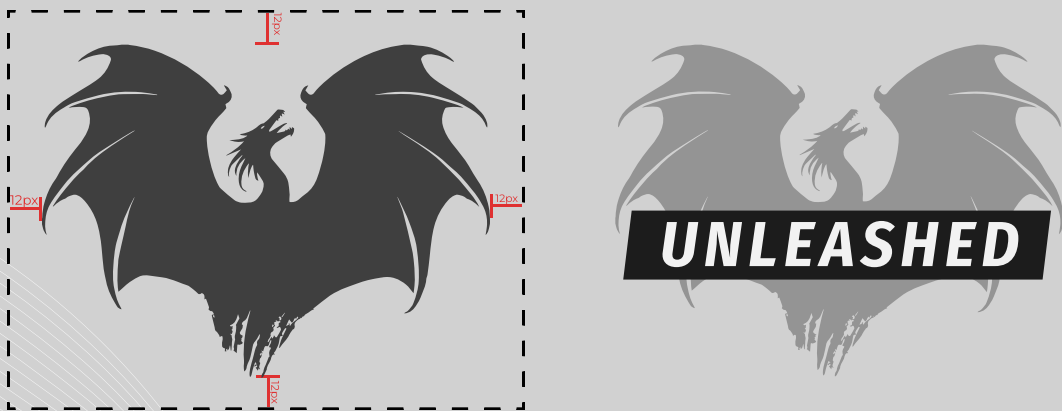
LOGO TREATMENTS
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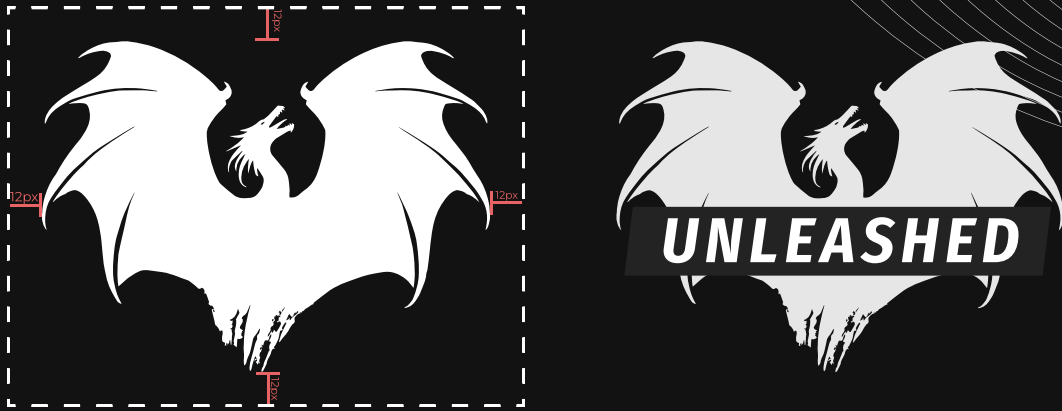
The logo comes in a basic treatment of white and black with six different options for composition. The logo should always have an allowance of 12px on each side. Text only and logo only options can be used in settings that require limited or minimal expression.

LOGO TREATMENTS
WHITE

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LOGO TREATMENTS
WHITE

UNLEASHED

12px

This simplified version is only to be used out of necessity. The dragon silhouette is always preferred.

LOGO TREATMENTS
BLACK

UNLEASHED

12px

This simplified version is only to be used out of necessity. The dragon silhouette is always preferred.